



DEPARTMENT OF THE NAVY
HEADQUARTERS UNITED STATES MARINE CORPS
2 NAVY ANNEX
WASHINGTON, DC 20380-1775

MCO 5726.15
PAC
3 Dec 98

MARINE CORPS ORDER 5726.15

From: Commandant of the Marine Corps
To: Distribution List

Subj: MARINE CORPS BAND SUPPORT OF COMMUNITY RELATIONS

Ref: (a) SECNAVINST 5720.44A
(b) MCO P5000.18

Encl: (1) Armed Forces Participation in Events Form - Non 22 Aviation
(DD Form 536)
(2) Band Event After Action Report
(3) Ranking Guide for National Community Relations Events

Report Required: Band Event After Action Report (Report Control Symbol
MC-5726-3), par. 8b(5) and encl. (2).

1. Purpose. To establish a national strategy for use of Marine Corps bands which will maximize assets in support of U.S. Marine Corps community relations efforts.

2. Background. This Order is issued to provide regulations and guidance for all band personnel engaged in representing the Marine Corps in public affairs matters per reference (a) Instructions contained herein are to be used in conjunction with those in reference (b). Where apparent conflict exists, this Order shall take precedence.

3. General

a. Marine Corps bands are among the Corps' few national community relations assets. However, high demand for musical support across the country has made it necessary to establish standard procedures to enable all bands to function jointly in support of a national strategy.

b. The Marine Corps has 12 field bands. Four are located on the West Coast, six on the East Coast, and one each in Hawaii and Okinawa, Japan. The bands support local commitments as varied in nature as the commands to which they belong. When not needed for command functions, the bands are permitted to travel in support of the national strategy.

DISTRIBUTION STATEMENT A: Approved for public release, distribution is unlimited.

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c. Headquarters, U.S. Marine Corps, Division of Public Affairs, Community Relations Branch maintains the national schedule of events and coordinates requests and support requirements between the bands and event sponsors.

4. Mission

a. The primary mission of Marine Corps bands is to provide music:

(1) For military ceremonies and other official activities as may be directed by proper authority.

(2) In support of Marine Corps national community relations programs.

(3) In support of Marine Corps personnel procurement programs.

b. During wartime or in a combat training environment the primary mission of Marine Corps bands shifts to the augmentation of their headquarters command's defensive element.

5. National Strategy

a. The national strategy for use of Marine Corps bands is to schedule performances in those areas of the United States which have the greatest impact on community relations. These performances make a powerful impression upon civilians and potential future Marines and revives patriotic awareness among former Marines and other military service members.

b. To support this strategy, increased emphasis is placed on national community events, ensuring that those events targeted by Headquarters, U.S. Marine Corps as significant are given highest consideration.

c. Elements which elevate the importance of a community relations event for Marine band support include:

(1) Location. Events which occur in areas where Marine Corps presence would greatly enhance the community relations effort.

(2) Audience. Events which are expected to draw an exceptionally large crowd or provide personal interaction between individual Marines and the public. Demographics are also considered.

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(3) Frequency. Events which are requested on an annual basis may be turned down based upon the frequency of previous support. Conversely, an annual event which has not received support for consecutive years may be elevated in importance.

d. Types of events supported are:

(1) Community Relations Events of Special Interest. These events are targeted by HQMC and they include those in which the Commandant or Assistant Commandant of the Marine Corps have expressed interest.

(2) Community Relations Events with Recruiting Significance. These include events which, by their geographic location or audience make-up, are deemed by Marine Corps Recruiting Command (MCRC) to hold significant value toward enhancing recruiting efforts.

(3) Other Community Relations Events. These are public events which can be expected to draw 100,000 or more spectators and are seen as positive means of keeping the Marine Corps in the public eye.

(4) Support of Civic and Veterans Organizations. Requests received from associations, reunions, dedications, etc., will be honored whenever possible.

(5) Support of Holiday Celebrations. The bands are in highest demand during the patriotic holidays. Bands will be asked to fill standby slots for Memorial Day, Armed Forces Day, Flag Day, and Independence Day.

(6) Local Events

(a) Events within a 100-mile radius of the command are considered local. These events may have national significance, and as such, shall also be included on the national schedule.

(b) Local events which are beneficial to base community relations efforts should be supported whenever possible, but not when they conflict with events of higher priority. However, bands should not be expected to regret the same local event for two consecutive years.

6. Operational Control. Marine Corps bands are under the operational control of the commanding general of the command to which they are assigned.

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7. Scheduling Procedures

a. All written requests for musical support from the Marine Corps are considered official and must be approved or disapproved by appropriate authority. Sponsors are required to submit requests 180 days in advance, using DD Form 2536 provided in enclosure (1). Local reproduction of enclosure (1) is authorized. DD Form 2536 is also available in the Marine Corps Electronic Forms system (MCEFS) utilizing "FormFlow" software.

b. Requests for support within the 100-mile radius of the command are submitted directly to the command. The command determines the priority of the request and potentially conflicting events before accepting or regretting. The command will ensure sufficient time is allowed for reparatory rehearsals, performance, unit training, travel, leave, and logistics.

c. Requests from outside the 100-mile radius of the local commands shall be routed through HQMC, to include recurring events sent directly to the band's command. HQMC will assign priority codes to the requests per enclosure (3), and forward them to applicable commands for consideration 90-120 days prior to the event. Events should be scheduled 60-90 days prior to the event date, in order to effectively coordinate logistical support.

d. An exception to the "local" rule will occur during the patriotic holidays, which include Memorial Day, Armed Forces Day, Flag Day, and Independence Day. Holiday scheduling, to include local commitments, will be coordinated through HQMC to ensure those events of highest national significance are considered. The following measures will also apply during the holidays:

(1) HQMC will schedule two East Coast bands and one West Coast band to support national commitments on patriotic holidays. These bands will be identified on a rotating basis at the Marine Corps Musical Leaders Conference each December for the coming year.

(2) Since Veterans Day falls in close proximity to the Marine Corps Birthday, bands will rarely be able to travel outside the 100-mile radius. As such, Veterans Day support will generally be limited to local events.

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e. Scheduled "down time" is that time set aside to conduct training, rehearsals, maintenance, leave, and liberty. Commands should weigh "down time" against the national schedule and block out a period of time 90 days in advance. HQMC understands the necessity of "down time" to maintain positive morale within the bands.

8. Tasks

a. HQMC will:

(1) Maintain the national schedule.

(2) Provide to the bands a monthly 120-day list of all unfilled requests for national community relations support, including specific details, as well as an assessment of the priority of each event's significance to the Marine Corps' national strategy. This list will be used by the bands to identify those events they are available to support.

(3) Release a monthly updated national schedule out to 120 days. This schedule will be available to MCRC for dissemination to all Marketing and Public Affairs representatives, and to the public via internet.

(4) Submit a monthly list to the Aviation Support Coordination Office (ASCO) indicating those national events which will require aviation support. This list should also include an assessment of the priority of each event, to include Office of Legislative Affairs input if applicable.

(5) Maintain a tracking system of events requested throughout the year. This system will enable HQMC to use information gathered from after action reports to make recommendations for support the following year.

(6) Ensure that events requiring air transportation shall not be canceled without verbal approval from HQMC. When conflict arises, band officers or their representatives shall refer sponsors to HQMC for further action.

b. Commands shall:

(1) Provide to HQMC, (copy to MPO-20) by the first of each month, schedules/calendars showing band commitments and

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music in the schools events for the coming three months. Those events of national interest will be entered on the national schedule.

(2) Contact HQMC within ten working days of receiving the 120-day list of requests for national community relations support to discuss those events which may be supported.

(3) Coordinate all logistical requirements for national events, to include liaison with HQMC for all events requiring air transportation.

(4) When air transportation is required, submit requests for aviation support to HQMC, ASCO, as early as possible, but no later than 30 days prior to the event to allow sufficient time for scheduling. A copy of the request will be sent to HQMC, who will track the request and keep the band apprised of any changes or obstacles.

(5) Submit a Band Event After Action Report per enclosure (2), to HQMC following each community performance in support of the national strategy. These reports will enable HQMC to better assess details of the events and will weigh heavily on assigning priority to future requests from the same sponsor. Report Control Symbol MC-5726-03 has been assigned to this report.

(6) Ensure adequate public affairs coordination with the band, taking advantage of all opportunities to promote and highlight the band and its role nationally and locally.

9. Music in the Schools

a. Marine musicians have the ideal means and opportunity to serve as ambassadors to their communities by bringing the joy of music into classrooms. Each band will maintain an active Music in the Schools program, tailored to meet the demands of their communities. The purpose of the program is to have Marine musicians interact directly with America's youth.

(1) Procedures

(a) Block out time for school visits.

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(b) Announce to the local schools when the band (or portion of the band) will be available to perform and provide interactive instruction with the children.

(c) Invite other Marines to accompany the band to encourage the children to stay in school, read, study hard, etc.

(d) When scheduling commitments outside the 100-mile radius, check with regional schools and offer to perform.

(e) Include "music in the schools" performances on the monthly schedules/calendars submitted to HQMC.

10. National Band Event Selection Process. Band support for national community relations events will be determined at the annual Musical Unit Leaders Conference, held in Chicago each December.

a. Prior to the conference:

(1) HQMC will:

(a) Consolidate event requests for the coming year.

(b) Solicit input from the MPO-20, MCRC, and the Office of Legislative Affairs (OLA)

(c) Prioritize the events per enclosure (3).

(d) Assign bands to support the events.

(e) Create and distribute the draft national schedule.

(f) Collect and consolidate band input from the draft.

(2) Commands will:

(a) Review the draft.

(b) Identify conflicting events to HQMC.

(c) Identify two holidays for which they anticipate availability to support national events.

b. During the conference:

(1) HQMC will:

- (a) Present the annotated national schedule.
- (b) Resolve conflicts and unassigned events.

c. After the conference:

(1) Band Officer will:

- (a) Staff assigned events for approval.
- (b) Notify HQMC of approval.

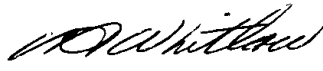
(2) HQMC will:

- (a) Publish the national schedule.
- (b) Update the national schedule monthly.

11. Recommendation. Recommendations concerning the contents of this Order are invited. Such recommendations will be forwarded to the Commandant of the Marine Corps (MPO-20) via the appropriate chain of command.

12. Applicability. This Order is applicable to the 12 Marine Corps bands. It is not applicable to "The President's Own" U.S. Marine Band or the "The Commandant's Own" U.S. Marine Drum and Bugle Corps.

13. Certification. Reviewed and approved this date.



W. A. WHITLOW
By Direction

DISTRIBUTION: PCN 10208980200

Copy to: 7000110 (55)
7000099, 144/8145001 (1)
IACN 7000093 (2)

REQUEST FOR ARMED FORCES PARTICIPATION IN PUBLIC EVENTS (NON-AVIATION)		Form Approved OMB No. 0704-0290 Expires Jun 30, 2000
<p>The public reporting burden for this collection of information is estimated to average 7 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to Department of Defense, Washington Headquarters Services, Directorate for Information Operations and Reports, 0704-0290, 1215 Jefferson Davis Highway, Suite 1204, Arlington, VA 22202-4302. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to any penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.</p> <p>PLEASE DO NOT RETURN YOUR FORM TO THE ABOVE ADDRESS. RETURN COMPLETED FORM TO THE APPROPRIATE ADDRESS ON BACK OF THIS FORM</p> <p>This form is used to request all Armed Forces MUSICAL UNIT, TROOP, COLOR/HONOR GUARD, and/or EXHIBIT/EQUIPMENT participation in public events. The information is required to evaluate the event for appropriateness and compliance with DoD policies and for coordination with the units involved. Please complete all sections. All data will be handled on a "For Official Use Only" basis.</p>		
SECTION I - EVENT DATA		
1. SPECIFIC REQUIREMENT (i.e., Band, Marching Unit, Color Guard, Tank, etc.)	2. DATE OF EVENT (YYYYMMDD)	3. TIME OF EVENT a. FROM: b. TO:
4. TITLE OF EVENT	5. EXPECTED ATTENDANCE	
6. SITE OF EVENT (i.e., Park, Auditorium, etc.)	7. ADDRESS OF EVENT (Street, City, State, ZIP Code)	
8. PROGRAM (Describe program theme and objective, and purpose of Armed Forces participation.)	9. HAVE OTHER ARMED FORCES UNITS BEEN REQUESTED TO SUPPORT THIS EVENT? (If so, specify.)	
10. IS THIS EVENT BEING USED TO RAISE FUNDS FOR ANY PURPOSE? (If so, specify.)	11. IS THERE ANY CHARGE? (i.e., admission, parking, etc. If so, specify.)	
12. WILL ADMISSION, SEATING, AND ALL OTHER ACCOMMODATIONS AND FACILITIES CONNECTED WITH THIS EVENT BE AVAILABLE TO ALL PERSONS WITHOUT REGARD TO RACE, CREED, COLOR, SEX OR NATIONAL ORIGIN? (X one)		YES NO
SECTION II - SPONSORING ORGANIZATION DATA		
13. NAME OF SPONSORING ORGANIZATION		
(X appropriate box for each item.)		YES NO
14. IS THE SPONSORING ORGANIZATION A CIVIC ORGANIZATION?		YES NO
15. DOES THE EVENT HAVE THE OFFICIAL BACKING OF THE LOCAL GOVERNMENT?		YES NO
16. DOES THE SPONSORING ORGANIZATION EXCLUDE ANY PERSON FROM ITS MEMBERSHIP OR PRACTICE ANY FORM OF DISCRIMINATION IN ITS FUNCTIONS BASED ON RACE, CREED, COLOR, SEX OR NATIONAL ORIGIN?		YES NO
17. SPONSOR'S REPRESENTATIVE		
a. NAME	b. ADDRESS (Street, City, State, ZIP Code)	
c. PRIMARY TELEPHONE (Incl. area code)	d. SECONDARY TELEPHONE NUMBER	
e. FAX NUMBER (Incl. area code)	f. E-MAIL ADDRESS	
SECTION III - SPONSORING ORGANIZATION SUPPORT DATA		
IF REQUIRED, WILL THE SPONSOR PROVIDE: (X appropriate box for each item.)		YES NO
18. THE STANDARD MILITARY SERVICES ALLOWANCE FOR MEALS, QUARTERS, AND INCIDENTAL EXPENSES FOR ARMED FORCES PARTICIPANTS?		YES NO
19. TRANSPORTATION, MEALS, AND HOTEL ACCOMMODATIONS FOR UNIT REPRESENTATIVES TO VISIT THE SITE PRIOR TO THE EVENT?		YES NO
20. TRANSPORTATION COSTS FROM HOME STATION TO THE EVENT AND RETURN FOR ARMED FORCES PARTICIPANTS?		YES NO
21. TRANSPORTATION COSTS FOR ARMED FORCES PARTICIPANTS BETWEEN THE SITE OF THE EVENT AND THE HOTEL?		YES NO
22. TELEPHONE FACILITIES FOR NECESSARY OFFICIAL COMMUNICATIONS AT THE SITE OF THE EVENT?		YES NO
SECTION IV - CERTIFICATION		
23. I am acting on behalf of the sponsoring organization and certify that the information provided above is complete and accurate to the best of my knowledge. I understand that representatives from the military services will contact me to discuss arrangements and costs involved prior to final commitments, or to inform me of their inability to support this event. I also understand that operational commitments must take priority and can preclude a scheduled appearance at an approved public activity.		
a. SIGNATURE OF SPONSOR'S REPRESENTATIVE		b. DATE SIGNED

INSTRUCTIONS

1. This form is used to request Armed Forces musical unit, personnel, color/honor guard and/or exhibit/equipment participation in public events. The requested information is required to evaluate the event. Please complete all sections.

2. This form should be submitted to the appropriate unit (indicated in Instruction 5) not less than 30 or more than 90 days in advance of a scheduled program. Please realize that all Armed Forces units have specific military missions and training requirements. Participation in public programs will only be authorized when such support is in the best interests of the Department of Defense and the Military Services and does not interfere with mission or training programs. In all cases, operational commitments must take priority and can cause previously scheduled appearances to be cancelled.

3. Department of Defense policies require that Armed Forces participation in public events will be provided at no additional cost to the Government. The sponsor is required to pay, when necessary, the standard Military Services allowance for quarters and meals for all Armed Forces participants and for other services which have been determined in advance by the Military Services and agreed to by the sponsor. Transportation and meal costs are not usually incurred when support is provided from a local military installation. However, circumstances may dictate that reimbursement for any or all of these costs may be necessary. All costs are binding after a unit, personnel, or exhibit has arrived at an event site, even though weather conditions or other unforeseen circumstances force the event to be cancelled.

4. Armed Forces musical units are organized for ceremonial and traditional purposes and to support recruiting activities. However, they may be authorized to provide certain specified presentations, such as patriotic ceremonies, for public programs. Armed Forces musical organizations are not permitted to provide entertainment, background, dinner, dance or other social music at public or private events in competition with the customary or regular employment of local civilian musicians. Limited resources permit only one band and/or choir to perform at an event, and the Military Services reserve the right to cancel support to sponsors who have scheduled more than one such unit.

5. Additional forms may be obtained through the office listed below or through the nearest military installation public affairs office. If you have questions regarding the information on this form please call the Directorate for Programs and Community Relations between 8:00 a.m. and 5:00 p.m. Eastern Time, Monday through Friday, holidays excepted:

Commercial (703) 695-2036: FAX (703) 697-2577

MAIL COMPLETED FORM TO:

The Commander of the Military Installation closest to the event;
OR the appropriate Military Service:

ARMY:

Office of the Chief of Public Affairs
ATTN: Community Relations Team
1500 Army Pentagon
Washington, DC 20310-1500

MARINE CORPS:

Commandant of the Marine Corps
Headquarters, U.S. Marine Corps
Code: PAC
Washington, DC 20380-1775

NAVY:

Department of the Navy
Office of Information
Community Programs Division (OI-5)
1200 Navy Pentagon
Washington, DC 20350-1200

AIR FORCE:

Office of the Secretary of the Air Force
Office of Public Affairs (SAF/PAC)
1690 Air Force Pentagon
Washington, DC 20330-1690

NATIONAL GUARD BUREAU:

National Guard Bureau
ATTN: NGB-PA (ComRel)
Room 2D400
2500 Army Pentagon
Washington, DC 20310-3500

SPONSOR: PLEASE RETAIN A COPY OF THIS FORM FOR FUTURE REFERENCE.

24. REMARKS (Use this area to continue any items if necessary. Reference by section and item number.)

NOTE: SITE MUST BE ACCESSIBLE TO AND USABLE BY PERSONS WITH DISABILITIES

Band Event After Action Report
RCS MC-5726-03

Supporting unit: _____ Date of event: _____
Event: _____ Location: _____
Mode of transportation: _____ Distance from command: _____
Nature of musical support: _____
Has the band participated in this event before? _____

Sponsor

Name: _____
Was billeting/messing provided? _____ Adequate? _____
Was local transportation provided? _____ Adequate? _____

Rate sponsor support: 1 (poor) 2 3 4 5 (outstanding)

Community Relations Benefit

Audience size: _____
Audience size indicated on AFPE (DD Form 2536): _____
Predominant age group: _____
Was local recruiter present? _____
Rate community relations benefit: 1 2 3 4 5

Aviation support

Was aviation lift support required? _____
Was lift provided? _____
Date original lift request submitted: _____
Date air was confirmed: _____
If no lift was provided, on what date was the band informed of
cancellation? _____

Rate aviation support: 1 2 3 4 5

If requested, should the Marine Corps provide future support? _____
Explain: _____

Remarks _____

Signature _____ Date _____

ENCLOSURE (2)

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RANKING GUIDE FOR NATIONAL COMMUNITY RELATIONS EVENTS

Category A

Community Relations Events of Special Interest

A-1. Events which are targeted by HQMC PAC, to include those in which CMC or ACMC have expressed interest.

A-2. Events which are in the best interest of the Marine Corps to support.

Category B

Community Relations Events with Recruiting Significance

Events which, by their geographic location or audience make-up, are deemed by MCRC to hold significant recruiting value.

Category C

Other Community Relations Events

Public events which draw 100,000 or more spectators.

Category D

Support of Civic and Veterans Organizations

Public events in support of reunions, dedications and ceremonies with ties to veterans and civic organizations.

Category E

Miscellaneous requests

ENCLOSURE (3)